



Heads of Planning Scotland Conference 2018

Educating the planners of the
future

Attracting people into planning as a career and how to provide the skills needed



Attracting people into
planning...

**Why did I choose
planning?**



Attracting people into planning...

Plant the seed – educate young people on what planning is and what planners do as early as possible

- Getting **primary school** children thinking about the environment that they live in
- Better promotion of how **secondary school** subjects such as Geography relate to spatial planning and more informed careers advice



Planning is the ultimate social science – social, economic, environmental and political.



Attracting people into planning...

University degrees should better reflect the realities of working in the planning sector

- Inclusion of work experience or placements
- More focus on technical subjects
- Use of case studies or practical examples in teaching
- Greater emphasis on understanding the political connect to planning



Planning has the opportunity to define places/ spaces and the way people interact, and their ultimate quality of life. It can also have a huge role to play in respect of sustainability and better use of resources



Attracting people into planning...

Planning is a varied career with opportunities in a wealth of different areas

- Local and national government
- Planning consultancies
- Engineering, architectural, regeneration and environmental services
- House builders
- Utility providers
- Education
- Legal and financial institutions
- Third sector

Attracting people into planning...

We as planning professionals need to cheerlead and promote planning as a career to others

- Careers events
- Work experience and shadowing
- RTPI Ambassadors Programme
- 'The Planners' television programme
- Blogs/ professional profiles
- Scottish Young Planners' Network

Attracting people into planning...

Retaining planning professionals can be as difficult as recruiting them

- Support to pursue APC
- Clear route to career development and progression
- Opportunities for job swap/ secondments
- More recognition for value of RTPI membership



**Approximately
25% of young
planners want to
leave the
profession**

(HOPS/SYPN Planning
Career Paths Survey 2016)



How to provide skills required...

Targeted knowledge building and development

- Schools – focus on embedding understanding of what planning is
- University – focus on building practical as well as theoretical learning
- Graduates – focus on opportunities for internships and professional qualifications
- Young professionals – focus on taking ownership for continuous professional development with support from employers to do so



How to provide skills required...

Embrace the way in which new and emerging technologies influence the way planners work

- GIS Mapping
- 3D modeling/ Virtual reality and Visualisation
- Place Standard App
- Eplanning



How to provide skills required...

Planning in a social media world

- Consultation/ engagement
- CPD opportunities
- Information sharing
- Career progression
- Risky if not used cautiously and wisely



How to provide skills required...

What now for “traditional skills”?

- Written word
- Public speaking and engagement
- Diplomacy
- Problem-solving and creative thinking



Conclusions

Planning is a multifaceted profession with endless opportunities

Targeted learning and robust education outcomes are essential to stimulate interest in planning as a career

Planners require to be armed with the right skills to adapt to the challenges of working in a fast paced, modern and public facing environment





Thank You

